Design a helpful mobile app

Designer:

Date:

www.designclub.org.uk
Understand the design process

To design something useful, we follow a Design Thinking process. This is a series of phases, with each phase getting you closer to designing a suitable solution.

**Define a challenge**
Decide on who you want to design for, and what you want to help them do.

**Empathise with people**
Know the people you are designing for, so you understand their needs better.

**Ideate possibilities**
Dream up lots of different solutions that might be useful to people.

**Prototype your design**
Turn your ideas into something more real, so you can test them out on people.

**Test your design**
Show your prototype to the people you designed for, to see what they think.
Think like a designer

I promise to care
Care about the needs of people

I promise to create
Talk less, make more, share ideas

I promise to investigate
Be curious, ask questions

I promise to collaborate
Work together, do things as a team

I promise to iterate
Start somewhere, keep improving ideas

I promise to energise
Be optimistic, create a positive energy

As a designer, it’s important that you approach your work with a positive mindset. This will ensure you work in a positive way.
Choose a person to design for

- **Ramesh, 81**
  - Poet
  - Cardiff
  - Lives alone
  - Retired
  - Glasgow
  - Husband & 2 cats

- **Betty, 75**
  - Engineer
  - Birmingham
  - Wife & 3 kids

- **Nico, 50**
  - Lawyer
  - Sheffield
  - Husband & 2 kids

- **Yusra, 36**
  - Cafe owner
  - Belfast
  - Partner & 2 dogs

- **Mo, 25**
  - Student
  - Leeds
  - 3 housemates

- **Patricia, 18**
  - School
  - Swansea
  - Mum, dad & 2 brothers

- **Kamal, 11**
  - School
  - Edinburgh
  - Mum, sister & cat

Choose someone you want to design for. Use the information here as a starting point. You’ll have the chance to develop their profile in the “Empathise” phase.
Choose a challenge

Great design solutions help people to achieve something that’s important to them. Choose what you want to help your person achieve.
Frame your design challenge

Our target user is called

Their age is

We want to help them to

This is important because

This creates clarity on who your target user is, and what you are trying to help them achieve through your design solution. Keep referring to it as you go.
### Create a profile of your user

A user profile is a way to capture basic details about the person you are designing for, including their personality, and goals relating to your challenge.

<table>
<thead>
<tr>
<th>Name</th>
<th>Likes</th>
<th>Frustrations</th>
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<table>
<thead>
<tr>
<th>Age</th>
<th>Gender</th>
<th>Lives with</th>
<th>Hometown</th>
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<table>
<thead>
<tr>
<th>Personality</th>
<th>Likes</th>
<th>Frustrations</th>
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<tbody>
<tr>
<td>Outgoing</td>
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<td>Shy</td>
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<td>Serious</td>
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<td>Selfish</td>
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<td>Anxious</td>
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<tr>
<td>Calm</td>
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A user profile is a way to capture basic details about the person you are designing for, including their personality, and goals relating to your challenge.
Think about what your user needs to be able to do, and the information or feature your design needs. Note down an app name and snappy tagline, too.

<table>
<thead>
<tr>
<th>The user needs to...</th>
<th>The feature could be...</th>
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<tbody>
<tr>
<td>1.</td>
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<td>2.</td>
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<td>3.</td>
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<td>4.</td>
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</table>

**app name**

**tagline**
Sketch your app

Thinking about what your app needs to do, sketch out screens that provide the user with the information and features they need. Prototype using Marvel App.
We like to use Marvel to make an interactive prototype. With Marvel, you can use a computer, a tablet, or a mobile to make a prototype. It’s easy.
Run a quick test

<table>
<thead>
<tr>
<th>Person we’re testing with</th>
<th>Date</th>
<th>Real test</th>
<th>Role play</th>
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1. Show the user the start screen, then ask them:

**A. What are your first impressions?**

**B. What do you think this app does?**

2. Let the user play with the app, then ask them:

**A. What else would you like this app to do?**

**B. How would you rate this app?**

- [ ] Very useful
- [ ] Not very useful

- [ ] Very fun
- [ ] Not very fun

Test on a real user or role play with someone. Inform the user this will take 5-10 mins, and thank them for their time. Use the questions above to guide you.
Plan next steps

Based on what you learned from testing, you should be able to plan next steps. Have a think about what’s next, and note down a little action plan.